

Message Text

UNCLASSIFIED

PAGE 01 SYDNEY 01487 230856Z
ACTION AID-31

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R 230730Z JUN 78
FM AMCONSUL SYDNEY
TO AMEMBASSY CANBERRA
INFO SECSTATE WASHDC 8453
AMCONSUL MELBOURNE
AMCONSUL BRISBANE
AMCONSUL PERTH

UNCLAS SYDNEY 1487

E.O. 11652: N/A
TAGS: BGEN, AS
SUBJ: BRITISH LEYLAND LAND ROVER VEHICLES

REF: (A) STATE 145450 (NOTAL), (B) CANBERRA 4979

1. REF (A) BEING REPEATED TO ALL AUSTRALIAN POSTS FOR
INFORMATION.

2. MR. GILTINAN, GENERAL SALES MANAGER OF GILBERT & ROACH,
INFORMS US THAT ONLY TWO MODELS OF JEEP ARE SCHEDULED FOR
DISTRIBUTION IN AUSTRALIA. PRESENT PLANS ARE FOR INITIAL
IMPORTATION OF COMPLETE VEHICLE, WITH LOCAL ASSEMBLY
POSSIBLE AT A LATER DATE IF JUSTIFIED BY PURCHASER REACTIONS.
HE SAYS THERE IS NO DIFFICULTY IN OBTAINING RIGHT HAND DRIVE
CONFIGURATION FROM U.S. FACTORY.

3. TWO MODELS PLANNED FOR INITIAL IMPORT ARE CJ5 (83.5
INCH WHEELBASE) AND CJ7 (93.5 INCH). THE CJ7 WILL HAVE
OVERALL LENGTH OF 147.9 INCHES, AND GROSS VEHICLE
WEIGHT (VEHICLE PLUS LOAD) OF 3,750 POUNDS. SIX
CYLINDER OR V-8 AT BUYER'S OPITION. THE FIRST MODELS
WILL BE AVAILABLE IN LATE JULY OR EARLY AUGUST, AND
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WILL BE EQUIPPED WITH ALL ACCESSORIES, AS IT APPEARS
THAT JEEP WILL NOT BE COMPETITIVE WITH UTILITY VEHICLES
FROM OTHER COUNTRIES EXCEPT IN CASE OF "LUXURY" VEHICLES
FOR DISCERNING BUYERS.

4. IT WOULD APPEAR THAT ANY PROCUREMENT OF JEEPS WOULD
BE CHEAPER, FASTER, AND MORE DEPENDABLE SUPPLY IF BOUGHT

DIRECTLY FROM U.S. FACTORY. GILTINAN IS ALERTING U.S.
COMPANY TO DEPARTMENT'S INTEREST.
DAVIS

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NNN

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